



**Current Business Issues  
In African Countries  
CBIAC**

# **5th Current Business Issues in African Countries 2024**

## **Theme**

**Impact of Artificial  
Intelligence (AI) and the  
Global Financial Crisis on  
Development in Africa**

**May 27 to 28**

*Online and In-Person*

## Conference Tracks

- Supply Chain
- Climate Change
- COVID-19
- Entrepreneurship
- Sustainable Development

The conference will gather business leaders, NGO leaders, researchers, students and community members to discuss the most pressing issues impacting businesses in African countries.

## **Location**

**Hoboken, NJ**

**Stevens Institute of Technology**

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**Current Business Issues  
In African Countries  
CBIAC**

**BABBIO ROOM 202**

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# 5TH CURRENT BUSINESS ISSUES IN AFRICAN COUNTRIES CONFERENCE



*THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) AND  
THE GLOBAL FINANCIAL CRISIS ON DEVELOPMENT IN AFRICA*

## **DEDICATION**



*Dr. Philip Munyao Mutisya, Entrepreneur,  
ODYSSEY EYECARE FOUNDATION  
Nairobi, Kenya*

This year's conference is dedicated  
to our beloved board member,  
Dr. Philip Munyao Mutisya

Dr. Munyao Mutisya passed away on April 10, 2024.

Dr. Munyao Mutisya had been involved with CBIAC since the summer of 2016, when we held the initial discussions in Nairobi, Kenya of forming the conference. Dr. Munyao Mutisya participated in each conference, traveling to the United States for it twice, and he published his work in the 2022 and 2023 proceedings. Philip is irreplaceable, and we cannot imagine never being able to speak to him again.

Dr. Philip Munyao Mutisya was an entrepreneur with international procurement experience of over 10 years having business networks in USA (Florida and Oklahoma), Brazil, China, Dubai and Japan. He worked in the Eyecare industry in Nairobi Kenya, as an entrepreneur having established a wholesale for Optical Supplies and a Lab for surfacing lenses with a client base across East Africa. And beyond. He ran over 10 branches of Eye clinics across different counties in Kenya. He was also the chairman Odyssey Eyecare Foundation whose objective is to offer Eyecare services to the poor. A board member Mzazi Foundation an NGO mandated to support the poor in the society, serving as the treasurer. Education background: Optics and dispensing (ABDO college), Bachelor of Commerce (procurement and supply chain management, UON), Masters Of Science in Entrepreneurship and innovations Management (UON), Doctor of Philosophy Degree, Entrepreneurship.



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*THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) AND  
THE GLOBAL FINANCIAL CRISIS ON DEVELOPMENT IN AFRICA*

## **CBIAC GOVERNING BOARD**

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*Shani D. Carter, Ph.D., Associate Director of Assessment  
Stevens Institute of Technology  
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ODYSSEY EYECARE FOUNDATION  
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*Charlene Chekenya  
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Zimbabwe*



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**We offer our sincere gratitude to our colleagues at our host institution, Stevens Institute of Technology, with special thanks to the following colleagues.**



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*THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) AND  
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# Conference Theme

## “The interdependence of the whole world must guide our roadmap.”

These penetrating words were spoken by Isabelle Durant, Deputy Secretary-General, UNCTAD at the United Nations Conference on Trade and Development (UNCTAD15) on October 5, 2021. The CBIAC theme rests upon this belief that countries are interdependent and that aspects of the global economy operate synergistically.

CBIAC gathers business leaders, NGO leaders, researchers, and students to discuss the most pressing issues impacting businesses in African countries. The issues discussed will revolve around the reciprocal impact of businesses, government, and society. The impetus of the conference is the discussions held at UNCTAD 14 and UNCTAD15 (United Nations Conference on Trade and Development) conferences, held in Nairobi, Kenya in July 2016 and Barbados in October 2021.

## 2024 Theme

Today, the business world is growing in a complex fast-changing, global environment where developments in one corner of the globe rapidly affect the entire world. Businesses must use continuous environmental scanning and be attuned to opportunities and threats on multiple fronts.

Artificial Intelligence (AI) and the Global Financial Crisis have an equal and synergistic impact on economic development in Africa. While the Global Financial Crisis has presented significant challenges to African Businesses, AI has presented significant opportunities to alleviate these challenges.

Inflation peaked in 2022, yet remains above 10% in many African countries in 2023, causing businesses to face significantly higher costs of operations. Similarly, while interest rates in developed countries hover around 5%, they exceed 10% in many developing countries. These higher business expenses cause unemployment to remain stubbornly high, further hampering economic development.

Artificial Intelligence (AI) presents an opportunity for businesses to share expertise and collaborate to achieve sustainable development. AI is used in all areas of business, from financial modeling to marketing, supply chain, and human resources. AI is also used heavily in marketing to gather customer information and promote products globally, thus easing the impact of the global financial crisis on businesses.

## Climate Change

Small, developing countries are not the cause of climate change, but they are the ones suffering the most. For many countries, climate change is an existential threat, especially if the 1.5C degree limit of the Paris Accord is not reached. Climate change, trade, and peace are linked. <https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement>

## Sustainable Development

Annually, trillions of dollars in raw materials leave developing countries and are sent to developed countries, making advancement in developing countries unsustainable. There are massive opportunities for FDI into Africa. While exports from developed countries have returned to pre-pandemic levels, exports from developing countries have reached only 6% of pre-pandemic levels. However, intra-Africa trade via The African Free Trade Market and increased multilateralism between Africa and the Caribbean has helped African countries improve. The multilateralism within Africa and between Africa and the Caribbean can increase sustainable development and can pressure large countries to have true global multilateralism.

## Entrepreneurship

An important issue for discussion is what are the best methods to encourage entrepreneurship in Africa? The power of large technology companies hinders the work of small businesses and hampers creativity. There is not a global framework for corporate tax for countries to obtain revenue based on the activity that occurs in their countries, which represents an unfair disadvantage against entrepreneurs. Trade is now not just at shipping ports but is conducted digitally, so trade is now in private hands more than ever. This private oligopoly must be addressed if development is to be sustainable and entrepreneurship is to flourish.

## Supply Chain

Supply chain problems continue to exist in virtually all industries. Significant pressure exists on supply chains, especially for companies that have single-source suppliers in other countries, such as the chip shortages in Asia negatively affecting automobile production in Europe. Shipping costs are still skyrocketing raising serious inflationary concerns. This inflation negatively impacts food insecurity in SIDS (Small Island Developing States). Problems with production include new industrialization and increasing nationalism.

## UNCTAD15 Documents

\* **UNCTAD15 Program:** <https://unctad15.org/programme>

\* **The Bridgetown Accord: Creative Economy and Digitalization Forum**  
[https://unctad.org/system/files/official-document/td-inf-72\\_en.pdf](https://unctad.org/system/files/official-document/td-inf-72_en.pdf)

\* **The Bridgetown Covenant: From inequality and vulnerability to prosperity for all**  
[https://unctad.org/system/files/official-document/td-l-435\\_en.pdf](https://unctad.org/system/files/official-document/td-l-435_en.pdf)

\* **The Spirit of Speightstown: From inequality and vulnerability to prosperity for all**  
[https://unctad.org/system/files/official-document/td-l-434\\_en.pdf](https://unctad.org/system/files/official-document/td-l-434_en.pdf)



# Location

Stevens Institute of Technology  
Hoboken, New Jersey, USA



Presentations will be held in **Babbio Center, Room 202**.  
The building is #3 on the map below.



## Time Zones

TIMES ARE FOR NEW JERSEY, USA.

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*Monday, May 27, 2024 – Tuesday, May 28, 2024*

### SCHEDULE AT A GLANCE

Begin	End	Day 1		Day 2	
		Track 1	Track 2	Track 1	Track 2
		Finance	AI	Finance	AI
9:00 AM	9:30 AM	1 Finance - Macro Economics	2 Artificial Intelligence: Education & Finance	9 Sustainable Development: Management & Trade	10 Artificial Intelligence: Supply Chain
9:30 AM	10:00 AM				
10:00 AM	10:30 AM				
10:30 AM	10:45 AM	Break	Break	Break	Break
10:45 AM	11:15 AM	3 Finance	4 Artificial Intelligence: Management	11 Entrepreneurship	12 Artificial Intelligence: Sustainable Development
11:15 AM	11:45 AM				
11:45 AM	12:15 PM				
12:15 PM	1:15 PM	Lunch	Lunch	Lunch	Lunch
1:15 PM	1:45 PM	5 Sustainable Development: Agriculture & Gender	6 Intelligence artificielle (En français)	13 Les questions d'affaires (En français)	14 Artificial Intelligence
1:45 PM	2:15 PM				
2:15 PM	2:45 PM				
2:45 PM	3:15 PM	7 Sustainable Development: Trade	8 Artificial Intelligence: Management	15 Intelligence artificielle; Les questions d'affaires (En français)	16 Artificial Intelligence, Human Resources, and Entrepreneurship
3:15 PM	3:30 PM				
3:30 PM	4:00 PM				
4:00 PM	4:30 PM				
4:30 PM	5:00 PM				



**DAY 1**

Monday, May 27, 2024

**9:00 AM - 10:30 AM**

## WORKSHOP 1

**Financial Issues: Macro Economics**

**Track 1**



Shani D. Carter

### THE IMPACT OF INFRASTRUCTURE FINANCING ARRANGEMENTS ON THE FINANCIAL CRISIS IN AFRICA (38)

- *Shani D. Carter, Ph.D., Associate Director of Assessment, Stevens Institute of Technology, New Jersey, USA ; CBIAC Founder*

**In person**



John OKPARA

### GLOBAL FINANCIAL CRISIS AND ITS EFFECTS ON NIGERIAN ECONOMY: A CONCEPTUAL ANALYSIS (22)

- *John OKPARA, Professor, Commonwealth University of Pennsylvania – Bloomsburg, USA*

**Online**



Afaf TAMMAM METWALLAY

### DIGITAL GOVERNMENT AND THE CHANGE MANAGEMENT CHALLENGES: A FIELD STUDY (1)

- *Afaf TAMMAM METWALLAY, University lecturer Arab Academy for Science Technology and Maritime Transport, Egypt*

**Online**

**9:00 AM - 10:30 AM**

## WORKSHOP 2

**Artificial Intelligence: Education & Finance**

**Track 2**



Philip Munyao MUTISYA

### IMPACT OF ARTIFICIAL INTELLIGENCE AND GLOBAL FINANCIAL CRISIS ON DEVELOPMENT IN AFRICA CASE STUDY: ODYSSEY OPTICIANS LTD (3)

- *Philip Munyao MUTISYA, Director, Odyssey Opticians Ltd, Kenya, CBIAC Board Member*

**In Person**



George TAYLOR

### EMBRACING THE FUTURE: INTEGRATING AI AND AUTOMATION IN SUB-SAHARAN AFRICA'S BUSINESS SCHOOLS EXPERIENTIAL LEARNING TO ENHANCE CAREER READINESS AND GLOBAL COMPETITIVENESS (49)

- *Dr. Daryl D. GREEN and Dr. George TAYLOR III, Director of Center of Innovation and Entrepreneurship and Assistant Professor, Management, SMSU*

**Online**



Aabid JAMAL

### LEGAL RESPONSES TO THE IMPACTS OF ARTIFICIAL INTELLIGENCE AND THE GLOBAL FINANCIAL CRISIS ON DEVELOPMENT IN AFRICA (5)

- *Belherkate KAMAL, Professor of Higher Education at the Faculty of Legal, Economic and Social Sciences of Agadir - Laboratory of Studies and Research in Economics and Management*
- *Aabid JAMAL, Doctoral student at the Faculty of Legal, Economic and Social Sciences of Agadir*
- *Terhouste SAID, Doctoral student at the Faculty of Legal, Economic and Social Sciences, Agadir / lawyer at the Agadir Bar*

**Online**





**DAY 1**

Monday, May 27, 2024

10:45 AM - 12:15 PM

## WORKSHOP 3

Financial Issues

Track 1

### CRITICAL ANALYSIS OF INTERNAL AUDIT AND UNCERTAINTY MANAGEMENT: ASSESSING ENTROPY AS AN INDICATOR OF UNCERTAINTY IN ORGANIZATIONAL SYSTEMS (28)



Tarik MAALEMI

- *SI Mohamed BOUAZIZ, Professor of Higher Education at the Faculty of Legal, Economic and Social Sciences of Agadir - Laboratory of Studies and Research in Economics and Management*
- *Koukkous ABDELLATIF, Professor at the Faculty of Sciences of Agadir- Laboratory of Mathematics, Computer Science and Applications, Information Security*
- *Tarik MAALEMI, Ph.D. Student, Morocco*

Online

### CORPORATE GOVERNANCE AND STOCK MARKET COMPANIES PERFORMANCE IN MOROCCO (29)



Abdelhak AOURIK

- *AAbdelhak AOURIK, PhD in Applied Economics, University of Ibn Zohr Agadir Morocco*
- *Naima Boutbhart, PhD in Applied Economics, University of Ibn Zohr Agadir Morocco*

Online

### THE ADOPTION OF INNOVATIVE DIGITAL TECHNOLOGIES IN MOROCCAN SMES: RISKS AND CHALLENGES (33)



Naima BOUTBHIRT

- *Naima BOUTBHIRT, Ph.D. Student, Faculty of Legal, Economic and Social Sciences, Morocco*

Online

10:45 AM - 12:15 PM

## WORKSHOP 4

Artificial Intelligence: Management

Track 2

### AI IN THE HR SPHERE: DESTRUCTION OR JOB CREATION (10)



Mustapha ASBAI

- *Mustapha ASBAI, Head of Human Resources, Nabilum, Morocco*
- *Hind GHILANE, Faculté des Sciences Juridiques Economiques et Sociales - Souissi*
- *Université Mohammed V - Rabat*
- *Lalla Latifa ALAOUI, Faculté des Sciences Juridiques Economiques et Sociales - Souissi*
- *Université Mohammed V - Rabat*

Online

### THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON MANAGER'S ROLES (26)



Sara BENSAL

- *Sara BENSAL, Lecturer Professor, University Ibn Zohr, Morocco, CBIAC Board Member*
- *Mohamed BINKKOUR, Professor, University Ibn Zohr, Morocco, CBIAC Board Member*

In person

### THE POTENTIAL IMPACT OF ARTIFICIAL INTELLIGENCE ON SMALL AND MEDIUM-SIZED ENTERPRISE LEADERSHIP: A MANAGERIAL PERSPECTIVE (35)



Mohamed BINKKOUR

- *Mohamed BINKKOUR, Professor, University Ibn Zohr, Morocco, CBIAC Board Member*
- *Sara BENSAL, Lecturer Professor, University Ibn Zohr, Morocco, CBIAC Board Member*

In person



DAY 1

Monday, May 27, 2024

1:15 PM - 3:15 PM

## WORKSHOP 5

Sustainable Development: Agriculture & Gender

Track 1



Mbuli Shei CLODINE

### GENDER, ARMED CONFLICT, AND CLIMATE CHANGE: THE TRIPLE CHALLENGES FOR FEMALE FARMERS IN THE NORTHWEST, CAMEROON (7)

- Mbuli Shei CLODINE, Postdoctoral Fellow, University of Lethbridge, Canada
- Professor Lotsmart N Fonjong (University of Cincinnati, USA

Online



Andrea SMITH-HUNTER

### SOCIAL, ECONOMIC AND POLITICAL IMPLICATIONS FOR WOMEN ENTREPRENEURS IN ZIMBABWE (12)

- Andrea SMITH-HUNTER, Professor, Siena College, USA
- Joshua Hunter (Student) Dartmouth College, USA

In person



Derese KEBEDE TEKLIE

### THE ROLE OF GREEN INNOVATION, RENEWABLE ENERGY, AND INSTITUTIONAL QUALITY IN PROMOTING GREEN GROWTH: EVIDENCE FROM AFRICAN COUNTRIES (19)

- Derese KEBEDE TEKLIE, Student, ISTANBUL TECHNICAL UNIVERSITY, ETHIOPIA
- Mete Han Yağmur, ISTANBUL TECHNICAL UNIVERSITY, ETHIOPIA

Online



Haron Wanyonyi NYONGESA

### STRATEGIC DECISION PROCESS: VALUE-CHAIN ANALYSIS FOR KENYA PLANTERS COOPERATIVE UNION (KPCU) (40)

- Haron Wanyonyi NYONGESA, Unicaf University
- Dr. Jet Mboga, Assistant Professor, Commonwealth University of PA - Bloomsburg, USA

Online



## WORKSHOP 6

## Intelligence artificielle (En français)

## Track 2



Meriem BOUYZEM

**L'INTELLIGENCE ARTIFICIELLE DANS LE SECTEUR BANCAIRE EN AFRIQUE : UNE ÉTUDE EXPLORATOIRE DES APPLICATIONS ET DES PERSPECTIVES (ARTIFICIAL INTELLIGENCE IN THE BANKING SECTOR IN AFRICA: AN EXPLORATORY STUDY OF APPLICATIONS AND PERSPECTIVES) (14)**

- Meriem BOUYZEM, Professor, ISCAE, Morocco
- Yassine REGRAGUI, Professor, ENCG, Casablanca
- Nabil JEDLANE, Professor, ENCG- Tangier, Morocco

Online



Kamar ABAAOUKIDE

**LE CONSOMMATEUR RESPONSABLE PEUT-IL INFLUENCER LE COMPORTEMENT ÉTHIQUE DES ENTREPRISES QUANT À L'UTILISATION DE L'INTELLIGENCE ARTIFICIELLE ? (CAN RESPONSIBLE CONSUMERS INFLUENCE THE ETHICAL BEHAVIOR OF COMPANIES REGARDING THE USE OF ARTIFICIAL INTELLIGENCE?) (15)**

- Kamar ABAAOUKIDE, professeur, univesité cadi ayyad, Maroc

Online



Mohamed ESSABIR

**FACTEURS DÉTERMINANTS DE L'INCLUSION FINANCIÈRE VIA LES OUTILS NUMÉRIQUES DANS LA RÉGION AFRIQUE DU NORD ET MOYEN-ORIENT (DETERMINANTS OF FINANCIAL INCLUSION THROUGH DIGITAL TOOLS IN THE NORTH AFRICA AND MIDDLE EAST REGION) (16)**

- Mohamed ESSABIR, Morocco

Online



Badra LAMSSARBI

**L'INTELLIGENCE ARTIFICIELLE ET LA QUALITÉ DE PRISE DE DÉCISION : QUELLE RELATION DANS LE CADRE DE L'INDUSTRIE 4.0 ? CAS DES ENTREPRISES AGRO-INDUSTRIELLES AU MAROC (ARTIFICIAL INTELLIGENCE AND THE QUALITY OF DECISION-MAKING: WHAT RELATIONSHIP IN THE CONTEXT OF INDUSTRY 4.0? CASE OF AGRO-INDUSTRIAL COMPANIES IN MOROCCO) (34)**

- Badra LAMSSARBI, doctorante, FSJES Agadir, Maroc
- Abdoukarim MAMOUDOU, Doctorant, Université Ibn Zohr, Maroc
- Si Mohamed BOUAZIZ, Professeur de l'enseignement supérieur, Université Ibn Zohr, Maroc

Online





3:30 PM - 5:00 PM

## WORKSHOP 7

### Sustainable Development: Trade and Finance

### Track 1



Faisal Mustafa MASEMBE

#### THE IMPACTS OF THE ON GOING GLOBAL FINANCIAL CRISIS TO THE DEVELOPMENT OF AFRICAN COUNTRIES AND PEOPLE (44)

- *Faisal Mustafa MASEMBE, Farm manager, Bamitendera Dairies*

Online



Emmanuel Obinali OBIOHA

#### THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL SUSTAINABILITY OF MINING COMPANIES IN SOUTH AFRICA (45)

- *Dr. Emmanuel Obinali OBIOHA, Lecturer, Tshwane University of Technology Pretoria*

Online



Fatima BEN CHAKRE,

#### IMPACT OF FINANCIAL CRISES IN AFRICAN COUNTRIES-CASE OF MOROCCO (24)

- *Aaziz OULMOUDNE, Teacher researcher, Qualified professor, LAREFMO, IBN ZOHR UNIVERSITY, Agadir, Morocco*
- *Fatima BEN CHAKRE, Doctoral Student, FSJES Agadir, Morocco*

Online



DAY 1

Monday, May 27, 2024

3:30 PM - 5:00 PM

## WORKSHOP 8

Artificial Intelligence: Management

Track 2



Mitendera MAJORINE RAMULAH

### INITIATING AI AUTOMATION IN AFRICAN ENTERPRISES FOR BUSINESS DEVELOPMENT (43)

- *Mitendera MAJORINE RAMULAH, Student at Gumushane University in Turkey MS in business administration* **Online**



Rahman NAKAZZI

### THE IMPACTS OF AI ON THE DEVELOPMENT OF AFRICAN COUNTRIES AND PEOPLE IN THE HOSPITALITY SECTOR (42)

- *Rahman NAKAZZI, STUDENT AT ( CU) Turkish Culinary Academy* **Online**



Fatima Ezzahra JDAHIM

### ARTIFICIAL INTELLIGENCE AND SUSTAINABILITY: THE CASE OF AIRPORTS (47)

- *Fatima Ezzahra JDAHIM, Equipe de recherche pluridisciplinaire en gestion, Université Ibn Zohr, Morocco*
- *Omar EL AMILI, Professeur de l'enseignement supérieur, Université Ibn Zohr, Morocco* **Online**



**DAY 2**

*Tuesday, May 28, 2024*

**9:00 AM - 10:30 AM**

## WORKSHOP 9

**Sustainable Development: Management & Trade**

**Track 1**



Ioan David, LEGMAN

### FOREIGN DIRECT INVESTMENT IN AFRICA (2)

- *Ioan David, LEGMAN, Professor, Transylvania Economic College of Targu Mures, România, CBIAC Board member*

*Online*



Olusiji AINA

### ENSURING EQUITABLE DISTRIBUTION OF TRADE BENEFITS: SUSTAINABLE DEVELOPMENT IN NIGERIA SITUATION USING TRADE APPROACH (39)

- *Olusiji AINA, Board Member, U.S.-Africa Trade Commission, Nigeria*

*In Person*



Shamsuddin Bolatito AINA-OBE

### LEADERSHIP RESPONSIBILITY AND PUBLIC CRISIS MANAGEMENT: AN EMPIRICAL ANALYSIS (41)

- *Shamsuddin Bolatito AINA-OBE, Academia, Islamic University In Uganda, Uganda*

*In Person*

## WORKSHOP 10

**9:00 AM - 10:30 AM**

**Artificial Intelligence: Supply Chain**

**Track 2**



Fatima GOUIFERDA

### CAN A DIGITAL SUPPLY CHAIN RESIST TO ENVIRONMENT DISRUPTIONS? (23)

- *Saadia IDDIK, Associate Professor, Faculty of Legal, Economic and Social Sciences, University Ibn Zohr, Ait Melloul, Morocco*
- *Fatima GOUIFERDA, Ph.D. student, Ibn Zohr University, Morocco*

*Online*



Salma MAALEMI

### AI ACTS IN AFRICA: A DESCRIPTIVE EXPLORATION OF ARTIFICIAL INTELLIGENCE APPLICATIONS IN LOGISTICS ACROSS AFRICAN NATIONS - UNRAVELING INNOVATIONS, CHALLENGES, AND SOCIOECONOMIC IMPACT (31)

- *Salma MAALEMI, Doctorante, Fsjes Ibn zohr, Morocco*

*Online*



Hassan BATRICH

### THE TRANSFORMATIVE ROLE OF ARTIFICIAL INTELLIGENCE IN ENHANCING LOGISTICS FOR EXPORTING ENTERPRISES: OPPORTUNITIES AND CHALLENGES (36)

- *Hassan BATRICH, professor, Ibn Zohr University, Morocco*
- *Mohamed BINKKOUR, Professor, University Ibn Zohr, Morocco*

*Online*





10:45 AM - 12:15 PM

## WORKSHOP 11

## Entrepreneurship

## Track 1



Tosin EKUNDAYO

**A COMPARATIVE ASSESSMENT OF AI'S IMPACT ON ENTREPRENEURIAL PROGRESS: EXAMINING THE CASE OF WESTERN, ARAB, AND AFRICAN ENTREPRENEURS (11)**

- *Dr. Tosin EKUNDAYO, Synergy University Dubai*
- *Dr. Zafarullah KHAN, Synergy University Dubai*
- *Sabiha NUZHAT, Curtin University, Dubai*
- *Shahid Ali CHAUDHRY, Synergy University Dubai*

Online



Valerio O. THOMPSON BOCO

**THE IMPACT OF ARTIFICIAL INTELLIGENCE TO ENTREPRENEURSHIP AND PRODUCTIVITY IN DEVELOPING AFRICAN COUNTRIES (21)**

- *Valerio O. THOMPSON BOCO, Entrepreneur: Founder/CEO of CPEVS Training Institute S.L., CPEVS Training Institute S.L, Equatorial Guinea , CBIAC Board Member*

In Person



Fabeke DOUGLAS DEEKA

**NAVIGATING ENTREPRENEURSHIP CHALLENGES IN NIGERIA: A CALL FOR GLOBAL ATTENTION (46)**

- *Fabeke DOUGLAS DEEKA, Executive Director, Nigeria*

Online

10:45 AM - 12:15 PM

## WORKSHOP 12

## Artificial Intelligence: Sustainable Development

## Track 2



Daneš BRZICA

**AFRICA'S PROSPERITY: WHY AND HOW CAN AI HELP OVERCOME THE EFFECTS OF THE FINANCIAL CRISIS AND BOOST DEVELOPMENT? (13)**

- *Daneš BRZICA, Senior Research Fellow, Institute of Economic Research, Slovak Academy of Sciences, Slovak Republic*

Online



Walid BINKKOUR

**FROM SOIL TO SCREEN: HOW DIGITALIZATION STRENGTHENS THE RESILIENCE OF AGRICULTURAL BUSINESSES? (32)**

- *Walid BINKKOUR, Ph.D. student, Ibn Zohr University, Morocco*
- *Hassan REHAIMI, Economics research teacher, Deputy Director of LERSEM, FSJES Ait Melloul, Ibn Zohr University, Morocco*

Online



Moussa KONE

**BUILDING A COLLABORATIVE UNION AND SYNERGY BETWEEN BUSINESS OWNERS IN WEST AFRICA (54)**

- *Moussa KONE, CEO of Update Consulting International / US Federation UNESCO Clubs, Centers and Associations West Africa Coordinator, Côte d'Ivoire*

In Person



1:15 PM - 3:15 PM

## WORKSHOP 13

Les questions d'affaires (En français)

Track 1



Abdoul Karim MAMOUDOU

**INFLUENCE DES OUTILS DE CONTRÔLE DE GESTION SUR LA PERFORMANCE NON FINANCIÈRE DES PME : PROPOSITION D'UN MODÈLE DE RECHERCHE. (INFLUENCE OF MANAGEMENT CONTROL TOOLS ON THE NON-FINANCIAL PERFORMANCE OF SMES: PROPOSAL OF A RESEARCH MODEL.) (17)**

- Hassan BELLIHI, Enseignant chercheurM, Université Ibn Zohr, Agadir, Maroc
- Abdoul Karim MAMOUDOU, Doctorant, Université Ibn Zohr, Maroc
- Lamssarbi BADRA, Doctorante, Université Ibn Zohr, Agadir, Maroc

Online



Saloua LGACHGACH

**ANALYSE DES RISQUES PSYCHOSOCIAUX EN ENVIRONNEMENT PROFESSIONNEL : IMPACT DE L'INTELLIGENCE ARTIFICIELLE ET DE LA CRISE FINANCIÈRE SUR LE DÉVELOPPEMENT EN AFRIQUE (ANALYSIS OF PSYCHOSOCIAL RISKS IN THE PROFESSIONAL ENVIRONMENT: IMPACT OF ARTIFICIAL INTELLIGENCE AND THE FINANCIAL CRISIS ON DEVELOPMENT IN AFRICA) (18)**

- Omar EL AMILI, Professor of Higher Education at the Faculty of Legal, Economic and Social Sciences of Agadir, Morocco
- Saloua LGACHGACH, Doctorante, Morocco
- Sanaa MALKI, Doctor in Economics and Management

In person



Meriam DEKRI

**LE RÔLE DE CONTRÔLEUR DE GESTION ENTRE PASSÉ, PRÉSENT ET FUTUR (ARTIFICIAL INTELLIGENCE AT THE SERVICE OF THE MANAGEMENT CONTROLLER PROFESSION) (20)**

- Meriam DEKRI, Assistant Professor, Cadi Ayyad University, Morocco

Online



Mohamed Charif, EL HARRANE

**L'IMPACT DE L'AUDIT SOCIAL SUR L'ENGAGEMENT AFFECTIF DES SALARIÉS : ETUDE DESCRIPTIVE (THE IMPACT OF THE SOCIAL AUDIT ON THE EMOTIONAL COMMITMENT OF EMPLOYEES: DESCRIPTIVE STUDY) (27)**

- Mohamed Charif, EL HARRANE, PERMANENT PROFESSOR, EMAA American School, Maroc
- SARA BENSAL, Docteure, Université IBN ZOHR, Maroc
- Mohamed BINKKOUR, Enseignant-chercheur
- Université IBN ZOHR, Maroc

Online



1:15 PM - 3:15 PM

## WORKSHOP 14

### Artificial Intelligence

### Track 2



Wegene Demisie JIMA

#### THE LANDSCAPE OF ARTIFICIAL INTELLIGENCE IMPLEMENTATION IN ETHIOPIA (4)

- *Wegene Demisie JIMA, Researcher, Artificial intelligence institute, Ethiopia* **Online**
- *Tesfaye Addisu Tarekegn, Artificial intelligence technology transfer division, Research and Development Sector, Ethiopian artificial intelligence institute, Addis Ababa, Ethiopia.*
- *Taye Girma Debele, Research and Development Sector, Ethiopian artificial intelligence institute, Addis Ababa, Ethiopia.*



Bouchra LEBZAR

#### THE IMPACT OF HUMANIZING DIGITAL INTERFACES ON UX: A STUDY OF HUMAN-CHATBOT INTERACTION (6)

- *Bouchra LEBZAR, Professeur and Director, Cadi Ayyad University, Morocco*
- *Ait EL BOUR Dounia2 (L-QUALIMAT, Cadi Ayyad University, Marrakech, Morocco)* **Online**



Mohamed Charif, EL HARRANE

#### ARTIFICIAL INTELLIGENCE IN AFRICA: EMERGING CHALLENGES (8)

- *Ani SAMUEL OSITA, CEO, Manboplus Global Investment Limited, Nigeria* **In Person**



Hanane AZEMZI

#### THE USE OF ARTIFICIAL INTELLIGENCE IN PUBLIC GOVERNANCE AND ITS IMPLICATIONS FOR CO-PRODUCTION OF PUBLIC SERVICES (25)

- *Hanane AZEMZI, Student, Ibn Zohr University, Morocco* **Online**



3:30 PM - 5:00 PM

## WORKSHOP 15

Intelligence artificielle; Les questions d'affaires (En français)

Track 1



Soraya INARITEN

**L'INTELLIGENCE ARTIFICIELLE AU SERVICE DE L'ÉCONOMIE SOCIALE ET SOLIDAIRE  
(ARTIFICIAL INTELLIGENCE AT THE SERVICE OF THE SOCIAL AND SOLIDARITY ECONOMY) (50)**

- Soraya INARITEN, Doctorante, Ecole Nationale de commerce et de gestion d'Agadir Maroc.
- Pr Khadija ANGADE, Enseignante chercheuse, Ecole Nationale de commerce et de gestion d'Agadir, Maroc,

Online



Ikram KHATTABI

**LE LEVIER DE L'INTELLIGENCE ÉMOTIONNELLE DANS L'ÉMERGENCE D'ÉCOSYSTÈMES  
ENTREPRENEURIAUX RÉSILIENTS EN AFRIQUE : ANALYSE DES STRATÉGIES  
ÉMOTIONNELLES DANS UN ENVIRONNEMENT DOMINÉ PAR LES GRANDES ENTREPRISES  
TECHNOLOGIQUES. (THE LEVER OF EMOTIONAL INTELLIGENCE IN THE EMERGENCE OF  
RESILIENT ENTREPRENEURIAL ECOSYSTEMS IN AFRICA: ANALYSIS OF EMOTIONAL  
STRATEGIES IN AN ENVIRONMENT DOMINATED BY LARGE TECHNOLOGICAL COMPANIES.)  
(51)**

- Pr. Omar EL AMILI, Enseignant chercheur à la Faculté des Sciences Juridiques, Economiques et Sociales d'Agadir, Maroc
- Ikram KHATTABI, Doctorante à la Faculté des Sciences Juridiques, Economiques et Sociales d'Agadir, Maroc

Online



Dounia TAYEB

**STRATÉGIES D'AUDIT SOCIAL POUR L'ÈRE NUMÉRIQUE : INTÉGRATION TRANSPARENTE  
AVEC COBIT (SOCIAL AUDIT STRATEGIES FOR THE DIGITAL AGE: SEAMLESS  
INTEGRATION WITH COBIT) (52)**

- Rahim ETTOR, Professeur de l'enseignement supérieur à la faculté des sciences juridiques économiques et sociales d'Ait Melloul.
- Dounia TAYEB, Doctorante à la faculté des sciences juridiques économiques et sociales d'Ait Melloul.

Online





3:30 PM - 5:00 PM

## WORKSHOP 16

Artificial Intelligence, Human Resources, and Entrepreneurship Track 2



Laura BEST Adie VIENINGS

### E-SKILLS MAPPING MODEL FOR LOCAL GOVERNMENT WATER SERVICE DELIVERY: IS MORE NEEDED? - A SOUTH AFRICAN CASE STUDY (48)

- Laura BEST [D.Phil: Commerce] and Adie VIENINGS [Pr. Eng]

Online



Oumaima EL MEKKAoui

### AI TOOLS IN ACADEMIA AND DOCTORAL RESEARCH: AN EXTENDED TECHNOLOGY ACCEPTANCE MODEL FRAMEWORK (9)

- Lahsen Oubdi OUBDI, ENCG Agadir Business School, Ibn Zohr University, Agadir, Morocco
- Oumaima EL MEKKAoui, Ph.D. Student, ENCG Agadir Business School, Ibn Zohr University, Morocco

Online



Sana Zennati

### L'ÉVOLUTION DES COMPÉTENCES À L'ÈRE DE L'INTELLIGENCE ARTIFICIELLE : STRATÉGIES D'ATTRACTION DES EMPLOYÉS DANS UN NOUVEAU PARADIGME PROFESSIONNEL (CAS DES ENTREPRISES MAROCAINES). (THE EVOLUTION OF SKILLS IN THE ERA OF ARTIFICIAL INTELLIGENCE: STRATEGIES FOR ATTRACTING EMPLOYEES IN A NEW PROFESSIONAL PARADIGM (CASE OF MOROCCAN COMPANIES) (53)

- Hmad Ouaddi, Professeur Habilité à la Faculté des Sciences Juridiques Economiques et Sociales d'Agadir
- Omar El Amili, Professeur de l'Enseignement Supérieur à la Faculté des Sciences Juridiques Economiques et Sociales
- Sana Zennati, Doctorante à la Faculté des Sciences Juridiques Economiques et Sociales d'Agadir

Online